



Lincoln University
BA 365 Investments (The Stock Market)
COURSE SYLLABUS
Fall 2020

- Instructor:** Dr. Mohamed Tailab
- Lecture Schedule** Monday, 3:30 pm – 6:15 pm
- Credit:** 3 units (45 lecture hours)
- Level** Mastery 2 (M2)
- Office Hours:** Monday, 12:00pm – 2:30pm, 4th Floor, Room 407 (Faculty Office)
Wednesday, 2:00pm – 2:30 pm, 4th Floor, Room 407 (Faculty Office)
E-mail: mtailab@lincolnuca.edu
- Textbooks:** Scott B. Smart, Lawrence J. Gitman, and Michael D. Joehnk, Fundamentals of Investing, 13th Edition, Pearson (2017), ISBN 9780134083308
- Tailab, Mohamed, Fundamentals of Stock Options: With Selected Solutions, 2016, CreateSpace Independent Publishing Platform, first edition.
- Recommended:** Wall Street Journal, Finance Times
- Required Skills** Knowledge of Excel Spreadsheets is a requirement
- Prerequisite:** BA 303 Finance Management. It is better if, in addition to the specific prerequisite(s) for this course, the student has completed BA 42 Financial Accounting.
- Last Revision:** August 7, 2020
- NOTE:** This schedule is subject to change

COURSE DESCRIPTION

In-depth survey of stock market including nature of stocks, stock exchanges, indexes, trading securities and options, convertible securities, mutual funds, investment banks, hedge funds, and investment clubs, and dividend policy. Students learn trading mechanisms, tactics, and strategy as well as foundations of fundamental, technical, and sentimental analysis. (3 units) Prerequisite: BA 303

EDUCATIONAL OBJECTIVES

The purpose of this course is to provide a comprehensive introduction of the guidelines for fundamentals of securities market. The course will provide you with a structure for thinking about investment theory and show you how to address investment problems in a systematic manner.

COURSE LEARNING OUTCOMES ¹

	Course learning outcomes (CLOs)	Program Learning Outcomes	Institutional Learning Outcomes	Assessment activities
1	Develop a deep understanding of stock market processes in order to formulate an effective risk management strategy.	PLO 1	ILO 1b, ILO 2b	Course project, quizzes, midterm/final exam
2	Be familiar with the modern trading approaches.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Course project, quizzes, midterm/final exam
3	Be able to implement a trading strategy in accordance with financial and business objectives.	PLO 5	ILO 4b, ILO 5b	Course project, quizzes, midterm/final exam

OTHER MATERIALS

Large notebook, mechanical pencil, eraser, pen, 3” x 5” index cards, rubber bands, ruler, tab dividers, and quick study guide (Available in the Library). Assignments and projects require students to actively use resources of the library. Detailed guide to business resources of the library as well as the description of Lincoln University approach to information literacy are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

KEYS TO SUCCESS IN INVESTMENT BA 365

The most important to success in this course is to have a good preparation for class, I strongly recommend you to follow these steps:

1. Before class, read the PowerPoint slides posted on Canvas.
2. Take notes in the class; summarize the main ideas in your index cards.
3. If you are having difficulty, read the specified pages of the textbook and work through the end of chapter problems and solutions to supplement your understanding of the material.
4. If you are still facing some challenges, stop by my office either during office hours or any time by appointment through e-mail.

GRADING

Due to the COVID-19 impact and in order to reduce the potentially adverse effect of your academic record and GPA, all activities will be graded according to the points as shown below.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

Grade	A	A-	B+	B	CR	NC
Points	95-100	90-94	87-89	83-86	82-60	0-59
Tentative Weights	Homework, Participation & Quizzes			20%	Mid-term exam	30%
	Portfolio Management Project (Group)			20%	Final Exams	30%

CLASSROOM PROTOCOL

Wearing Masks is required to attend the class.

Students are expected to arrive on time and be prepared to take quiz and participate. If for some reason you are running late, do not skip the class. I prefer that you come late than not at all. If you must leave class early, please tell the instructor before class starts. If you cannot attend the class or other activities such as quizzes for a strong reason, please inform the instructor in advance so that arrangements can be made to complete any missed work after the absence. All communication and electronic devices should be turned off or silent in the classroom (cell phones, music devices, etc.).

HOMEWORK

The homework problems cover all chapters from one through 14 in the textbook. Students should work with their study team members to complete the homework. There will be three to five homework problems per chapter and each team will include among three to five members (Due to the class size), and each team member will complete one homework problem per chapter. The assignments will be indicated by the end of each lecture. Each member is responsible for completing his or her share of the homework. After finishing the homework, students must submit their homework on time. The title page must include a student's name, ID, and what part of the assignment was completed by each group member. To approve the expectation that everyone in the group contributes their fair share of the work, one student from each group will be randomly selected to resolve the assignment on the board. **No homework will be accepted after the final due date listed.** Students will receive feedback from the instructor in the class, and they will be able to correct answers to master the material. The first assignment is to read the course syllabus, which would be delivered by hand. Otherwise, the syllabus can be downloaded from the LU website, and is available on Canvas as well.

QUIZZES

Eight (8) lesson quizzes will be given at the very beginning of the class. The primary purpose of these quizzes is to encourage and reward the student's timely progress through the course materials. Each lesson quiz covers only the material for the previous lecture. Each lesson quiz consists of some combination of true/false, multiple choice, and calculated questions. Only the five best out of the eight possible quiz scores will be used in determining a student's final grade.

There will be no makeup quizzes given.

EXAMS

Two exams [**Written Essay Exams and Closed Book**] will be given throughout the course. Each exam will run for two hours. Please note that the exams will be given from [**3:30pm – 6:15 pm**]. If you need additional time on an exam because of a university-recognized disability, I must be informed directly by the admission office. I will make whatever accommodations are recommended by them. The exams are not comprehensive, and will cover only the materials indicated in the box below. Students are expected to take all exams at the scheduled time in the

classroom. If a student is unable to take an exam at the scheduled time due to an emergency or extenuating circumstance, the student can take the exam during the instructor's office hours. Students **MUST** come to the exam with laptops that have Microsoft Excel or a similar spreadsheet program. It will be allowed to use a blank worksheet, not the previous written worksheets. Students will be allowed to write any formulas from the class notes or the book that they feel that they may need on one 8, 5" × 11" two-sided sheet of notes. **Missing the final exam will result in a failing grade for the course, no matter how much points you have accumulated.**

EXAM PREPARATION

In order to perform well on exams, the students must study as a group. One week before each exam, a sample exam will be posted on canvas. These sample exams will assist the students in preparing for the exams.

PROJECT

The project will be assigned as a group project. Each group will build and manage portfolio of US stocks.

Project stage 1. Initial selection of stocks: Diversified stock portfolio by investing in five stocks chosen from five different industries.

Project stage 2. Valuation of your portfolio

Project stage 3: Discuss any changes you have made in your portfolio.

Project stage 4: Final Project Submission. Write a short report with details of the investment strategies and performance evaluation.

CHEATING AND PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service. Penalties for cheating and plagiarism range from a 0 or F on an assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

ACADEMIC HONESTY

In the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the important of acknowledging and safeguarding intellectual property. Accordingly, Lincoln expects the highest standards of honesty and integrity from all members of the academic community. As a student, you must know that all forms of cheating, falsification, and plagiarism are against the rules of this course and of Lincoln University. It is your responsibility for asking the instructor for clarification, if you are not sure of what constitutes academic dishonesty are.

DISCUSSION AND PARTICIPATION

Participation includes preparing for class, completing assignments on time, engaging in class discussions and team presentations and homework explanations. Students are expected to be prepared for and participate in each week. You would lose some participation points if you were

absent without informing the instructor, and if your behavior in the class obstructs other students to learn by leaving and returning to class while it is in session.

EXTRA HELP

If you find the course material challenging, please contact me anytime. So, I can help you by clarifying lecture material. Additionally, do not wait to see me, if you are struggling.

METHODS OF INSTRUCTION

The instructor will conduct the course by giving lectures, facilitating solutions to in-class exercises and conducting discussions to encourage class participation by students. Students must read each chapter before class according to the tentative schedule provided (see below), and they are responsible to ask questions and request clarifications during the class session. The PowerPoint slides are designed to give students a head start in learning course materials, but they are not intended to substitute.

SELF-ASSESSMENT

To evaluate student performance, indirect measures of student learning will be done at the end of the semester by distributing a Self-Assessment Questionnaire(SAQ). Through this self-assessment, students will get a chance to think about their own progress and find ways to change, adapt or improve it. However, as for the instructor, this SAQ will be utilized as a vehicle for giving feedback on learning abilities.

E-MAIL AND CANVAS

E-mail and Canvas are required for this course. E-mail is the best way to contact the instructor. E-mails are generally answered within 24 hours during the week. If you do not hear from me within that time, please contact me again. Students are required to use their university e-mail for correspondence, and are responsible for checking their account daily for correspondence from the lecturer.

WORK ETHICS

Lincoln University instructs and evaluates students on work ethics. These work ethics have been identified and defined as essential for student success: appearance, attendance, attitude, character, communication, cooperation, organizational skills, productivity, respect, and teamwork. So, Lincoln University' students are expected to adhere to the highest standards of these 10 character traits in their behavior as well as their coursework.

RECOMMENDATION LETTERS

Students are eligible to apply for a Board Trustees Scholarship. This scholarship is awarded from funds provided by the University. The instructor gives only two recommendation letters one week before the semester ends. The best candidates should match the work ethics.

EARLY COURSE PERFORMANCE

The instructor uses Early Warning Form to advise students if they are not performing to his stratification for the course. Students who perform poorly on the midterm examination will be the subject of this form. This Form emphasizes that my concern is on learning the material-not just the grade. To be complete, you and the instructor should each sign the form (It is not mandatory). This will help ensure there can be no misunderstanding.

COURSE SCHEDULE

Date	Topics
Week 1	Introduction to the course (Syllabus) Pre-test The Investments Environment <ul style="list-style-type: none"> ▪ Investments and the Investment Process ▪ Types of Investments ▪ Making Your Investment Plan ▪ Meeting Liquidity Needs with Short-Term Investments
Week 2	Securities Markets and Transactions <ul style="list-style-type: none"> ▪ Securities Markets ▪ Globalization of Securities Markets ▪ Trading Hours and Regulation of Securities Markets ▪ Basic Types of Securities Transactions
Week 3	Investment Information and Securities Transactions <ul style="list-style-type: none"> ▪ Investment Research and Planning ▪ Types and Sources of Investment Information ▪ Understanding Market Averages and Indexes ▪ Making Securities Transactions
Week 4	Return and Risk <ul style="list-style-type: none"> ▪ The Concept of Return ▪ Measuring Return ▪ Risk: The Other Side of the Coin
Week 5	Modern Portfolio Concepts <ul style="list-style-type: none"> ▪ Principles of Portfolio Planning ▪ The Capital Asset Pricing Model (CAPM) ▪ Traditional Versus Modern Portfolio Management
Week 6	Common Stocks <ul style="list-style-type: none"> ▪ What Stocks Have to Offer ▪ Common Stock Dividends ▪ Types and Uses of Common Stock
Week 7	Security Analysis: Equity Valuation and Financial Statement Analysis <ul style="list-style-type: none"> ▪ Security Analysis ▪ Economic Analysis ▪ Industry Analysis ▪ Fundamental Analysis
Week 8	Security Analysis: Equity Valuation and Financial Statement Analysis (cont'd)
Week 9	Mid-term Examination
Week 10	Exam results review Market Efficiency and Behavioral Finance <ul style="list-style-type: none"> ▪ Efficient Markets ▪ Behavioral Finance: A Challenge to the Efficient Markets Hypothesis ▪ Technical Analysis
Week 11	Mutual Funds and Exchange-Traded Funds

	<ul style="list-style-type: none">▪ The Mutual Fund Concept▪ Types of Funds and Services▪ Investing in Mutual Funds
Week 12	Managing Your Own Portfolio <ul style="list-style-type: none">▪ Constructing a Portfolio Using an Asset Allocation Scheme▪ Evaluating the Performance of Individual Investments▪ Assessing Portfolio Performance▪ Timing Transactions
Week 13	Derivative Securities: Options <ul style="list-style-type: none">▪ Call and Put Options▪ Options Pricing and Trading▪ Stock-Index and Other Types of Options
Week 14	Course Project Presentation and Defense
Week 15	Final Examination